



ARKANSAS STATE UNIVERSITY
College of Education and Behavioral Science
&
Educational Preparation Programs
Recruitment and Monitoring Plan

College of Education and Behavioral Science and Educational Preparation Programs

Recruitment and Monitoring Plan

Committee Members and Representation

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Introduction

The Discover 2025, Arkansas State University Strategic Plan, identifies Student Success as a major goal of achievement as we strive to “develop a diverse learning community and innovative environment that provides engaged and continuous support for future and current students to pursue lifelong goals.” To achieve the goal of student success, the Strategic Plan further identifies these tasks and strategies:

1. Optimize undergraduate and graduate student recruitment in Arkansas and beyond (regional, national, international) through customized, targeted promotion.
2. Build an agile system of linked communication and tracking to support undergraduate and graduate student success and improve retention.
3. Create opportunities for P – 12 students to engage with the university. (www.astate.edu/strategicplan/files/Discover+2025)

The College of Education and Behavioral Science (CoEBS) and the Education Preparation Programs (EPP) Recruitment and Monitoring plan aligns perfectly with the university strategic plan in goals, strategies, and action steps. To achieve the recruitment and retention goals of the Discover 2025 plan, the EPP and college recruitment and monitoring committee was appointed to analyze and review recruitment efforts in the past, and to develop a recruitment plan to effectively retain highly-qualified students from diverse backgrounds and in areas of critical shortages and need. The committee charge was to:

- Develop a recruitment and monitoring plan that is based on the university and college mission, and that aligns with the university strategic plan, inclusive of base points and goals in the areas of academic ability, diversity, and employment needs.
- Develop a systematic process that utilizes data on applicants, admitted students, and enrolled candidates that are disaggregated by relevant demographics.
- Develop a systematic process where data findings are recorded, monitored, and used in planning and modification of recruitment strategies annually.
- Develop a plan which demonstrates knowledge of and addresses employment opportunities in schools, districts, and/or regions where degree and program completers are likely to seek employment.
- Develop a plan which includes STEM, ELL special education, and hard-to-staff school need areas explicitly addressed in the analysis of shortage areas.
- Develop a plan that demonstrates the influence of employment opportunities on enrollment patterns, monitored and used in recruitment activities.
- Develop a plan that will lead to an increase in workforce diversity and ability.

Following the leadership of the university’s strategic plan, the CoEBS and EPP recruitment and retention plan focuses on geographic location, and service to the Delta region within which A-State resides. This rural, multi-state Delta region is key to recruitment efforts, and supports a diverse

student body population. Recruitment efforts have, and will continue to, emphasize to prospective students that university educational programs are based on vital and evolving curricula which address emerging regional, national, and international priorities.

The CoEBS and EPP plan also aligns with the most recent announcement of Arkansas State University (ASU) Board of Trustees published on June 2, 2022 regarding the, “establishment of the Institute for Rural Initiatives at Arkansas State, which is designed to improve the lives of people in rural Arkansas by providing cultural, health, policy and scientific support through an academic perspective.” (ASU System, 2022, June 2). This position highlights and illuminates the vital importance of education in the success of students and communities in rural regions, in and out of state. Because of the education and attainment opportunities provided by the EPP and the College of Education and Behavioral Science, the people of the rural Delta region and beyond can and will be served. It is our mission, our intent, and our purpose to achieve these goals through our consistent and ongoing recruitment and retention efforts.

To develop and provide quality educational programming aligned with the university mission, the EPP will continue to monitor candidate demographic information to ensure that it adequately reflects the diversity of districts within the areas identified and described as service regions. Additionally, school district statistics, demographic analysis of admitted candidates, as well as state and national trends will be utilized for this purpose. The EPP will continue to analyze demographics to cultivate existing and future relationships with P – 12 schools supporting diverse student populations.

Underlying and informing the EPP recruitment and retention plan is the mission statement of the College of Education and Behavioral Science. Our mission is to provide:

- Curricula/instruction to enhance development of physical, mental, social and emotional qualities essential for living a quality life.
- Quality professional preparation programs that meet appropriate standards at both the undergraduate and graduate levels.
- To accomplish its mission, the college places primary focus on quality teaching. In addition, it strives to provide service to the (a) university, (b) elementary and secondary schools, (c) community and state, and (d) related professional organizations and agencies. The college engages in scholarly pursuits that will enhance the professional growth of its faculty and contribute to the knowledge base. <https://www.astate.edu/college/education/index.dot>

The Education Preparation Program and College of Education and Behavioral Science Recruitment and Monitoring Plan identifies strategies and action steps built on educational partnerships. We aspire to be known by our commitment to diversity as evidenced by our inclusive work, learning environment, our acceptance of differences as positive and enriching, and our ability to attract, retain, and advance a diverse faculty, staff, and student body as outlined in our plan.

The Recruitment and Monitoring Plan developed by the committee targets the following strategies, areas of concern and opportunities for growth:

(1) Recruitment Research

Goal: Analyze the historical profile of enrollment patterns in order to develop targeted recruitment strategies.

(2) High-Achieving High School Students

Goal: Develop strategies to attract a greater number of high academic achievers into the EPP.

(3) Diverse Populations

Goal: Improve focused recruitment of candidates from diverse backgrounds historically underrepresented in teacher education.

(4) Targeted Recruitment in Areas of Critical Shortage

Goal: Develop plans and strategies to diversify existing candidate pools through targeted recruitment efforts aimed for specific fields, such as mathematics, science, special education, and world languages.

(5) Targeted Undergraduates and Graduates Interested in Teaching

Goal: Increase outreach and advisement to prospective individuals about alternative programs in EPP for those who express an interest in teaching.

(6) Campus Recruiting and Job Fairs

Goal: Develop a special recruitment effort giving visibility to teacher education programs.

(7) On-Line Recruiting

Goal: Develop recruitment strategies using the ever-evolving digital media platforms, focusing on platforms appealing to potential students.

Acronym Guide

- ADE- Arkansas Department of Education
- AOS- A-State Online Services
- CAEP- Council for the Accreditation of Education Programs
- CoEBS- College of Education and Behavioral Science
- CTA- Certified Teacher Assistant
- DESE- Department of Elementary and Secondary Education
- EC- Early Childhood
- ELL- English Language Learner
- ERZ- Environmental Renewal Zone
- ESL- English as Second Language
- EPP- Educational Preparational Program
- FYE- First Year Experience
- IT - Information Technology
- METP- Master of Education, Theory and Practice
- MSE- Master of Science in Education
- PBS- Public Broadcast Station
- PEP- Professional Educational Programs
- PK- Pre- Kindergarten
- SPED – Special Education
- STEM- Science, Technology, Engineering, Mathematics
- TE- Teacher Education

Strategy #1 Rationale Goal	Planned Strategies for Recruitment Research	Action items for Recruitment Research	Baseline Points/Outcomes of Recruitment Research	Timeline & Evaluation
<p>Recruitment Research</p> <p>Rationale: To ensure recruitment strategies are producing desired results, continuously analyze data</p> <p>Goal: Analyze the historical profile of enrollment patterns annually to develop targeted recruitment strategies.</p>	<p>1. Collect enrollment data annually to assess patterns by department, licensure and/or degree programs.</p> <p>2. Collect enrollment data by department to develop profiles per licensure programs and degree programs utilizing characteristics that clarify recruitment: ethnicity, age, gender, geographical location, etc.</p> <p>3. Collect data on focused recruitment efforts in geographical areas with low enrollment yield, and high teacher shortages.</p> <p>4. Use Enrollment Management data reports, review University, EPP, and College recruitment efforts analyzed and monitored for effectiveness by review of increases and decreases in identified in the Enrollment Management Report.</p>	<p>a. Analyze and disaggregate enrollment data for all licensure programs, for relevant demographics including race/ethnicity, gender, age and geographic location etc. (Report provided by Enrollment Management office-Sivakumaran) CAEP Data Coordinator.</p> <p>b. Analyze and disaggregate baseline data of students applying for the PBS. Dean’s Office & CAEP Data Coordinator</p> <p>c. Monitor US Department of Education and State ADE reports related to hard-to-staff schools, shortage fields, and PK-12 student demographics. Dean’s Office, CAEP Coordinator.</p> <p>d. Assess effectiveness of recruitment strategies through review of annual Enrollment Management reports. Work with the university recruitment office to assess/reassess recruitment strategy effectiveness for EPP based on annual report provided by Enrollment Management. CoEBS Advisors, Dean’s Office, CAEP Coordinator.</p>	<p>Year 1: 2022-2023</p> <ul style="list-style-type: none"> a. Baseline demographic data for purposes of annual performance analysis including PBS. b. Baseline data to identify shortage and need areas from US Dept. of Ed., ADE report(s). c. Baseline enrollment data utilized for purpose of review and comparison of recruitment strategies at the University Level, EPP, and College levels. 	<p>2022-2023</p>
			<p>Year 2: 2023-2024</p> <ul style="list-style-type: none"> a. Note improvements or shortfalls. b. Note any significant changes. c. Update ADE shortage fields and re-evaluate “hard to staff” school data (compare with recent graduate employment & AOS Graduate Programs. d. Update Baselines. e. Growth goal of 1-2%. 	<p>2023-2024</p>
			<p>Year 3: 2024-2025</p> <ul style="list-style-type: none"> a. Analyze and compare data - note improvements or shortfalls. b. Update Demographic data - note any significant changes. c. Update ADE shortage fields and re-evaluate “hard to staff” school data (increase recent graduate employment in shortage areas by 1-2%). 	<p>2024-2025</p>

Strategy #1 Rationale Goal	Planned Strategies for Recruitment Research	Action items for Recruitment Research	Baseline Points/Outcomes of Recruitment Research	Timeline & Evaluation
	5. Improve graduate employment rates by connecting with local employers.		Year 4: 2025-2026 <ul style="list-style-type: none"> a. Analyze and compare data - note improvements or shortfalls. b. Update Demographic data - note any significant changes. c. Update ADE shortage fields and re-evaluate “hard to staff” school data (increase recent graduate employment in shortage areas by 1-2%). 	2025-2026
			Year 5: 2026-2027 <ul style="list-style-type: none"> a. Analyze and compare data - note improvements or shortfalls. b. Issue a report on 5-year demographic fluctuations. c. Evaluate the success of recruitment in shortage areas based on enrollment and completion in shortage areas for each documented year of the Recruitment plan. 	2026-2027

Strategy #2 Rationale Goal	Planned Strategies for Recruitment Research	Action Items for Recruitment Research	Baseline Points/Outcomes of Recruitment Research	Timeline & Evaluation
<p>High-achieving High School Students</p> <p>Rationale: To meet the teaching demands in the local area, state, and the nation, it is important to target high-achieving high school students.</p> <p>Goal: Develop strategies to attract a greater number of high academic achievers into the EPP.</p>	<p>1. Participate in early prospective teacher identification initiatives through secondary schools, high school counseling, recruitment visits, and advanced placement/concurrent credit courses.</p> <p>2. Utilize targeted communications to connect with potential A-State Scholars who participate in high school honors programs, to provide further information about scholarships, financial aid, and loan forgiveness opportunities.</p> <p>3. Implement the newly ADE created CTA program to increase enrollment</p> <p>4. Provide prospective students the opportunity to start their teaching career sooner by recruiting students into the (CTA) in high school.</p>	<p>a. Enlist the support of Academic Advisors and CoEBS/EPP Student Ambassadors to attend recruitment events, contact students in AP and Concurrent courses. Create a survey to send to local high school counselors and career counselors to provide early contact. CoEBS Academic Advisors.</p> <p>b. Partner with the Honors College, and local high school counselors to connect with honors students. CoEBS Honors Committee and CoEBS Academic Advisors.</p> <p>c. Implement CTA, Dept Chair, PEP Director, Dean’s Office and CAEP Coordinator.</p>	<p>Year 1: 2022-2023</p> <ul style="list-style-type: none"> a. Collect Baseline data on survey returns, and interest shown at recruitment events. b. Collect Baseline data on students applying for the (PBS). c. Collect Baseline data on students who participate in the summer camp. Survey students about other opportunities they would like to see. d. Collect Baseline data on students who participate in the CTA program. 	<p>2022-2023</p>
		<p>d. Visit local schools to introduce students to the CTA program, where they can enroll in select concurrent courses during their Junior and Senior years of high school and begin working as certified teaching assistants while completing a bachelor’s degree. CoEBS Advisors.</p> <p>e. Continue Concurrent course offerings adding courses were advantageous. University College</p> <p>f. Work with Recruitment and Enrollment Management to bring students in for planned events beginning in 9th grade for the purposes noted. CoEBS Advisors and Associate Dean.</p>	<p>Year 2: 2023-2024</p> <ul style="list-style-type: none"> a. Increase enrollment by 1-2% b. Increase student applications for the PBS by 1-2% (Re-evaluate this as a benchmark) c. Increase student participation in summer camp recruitment programs. Institute new programs based on student responses. d. Increase participation in the CTA Program by 1-2%. 	<p>2023-2024</p>

Strategy #2 Rationale Goal	Planned Strategies for Recruitment Research	Action Items for Recruitment Research	Baseline Points/Outcomes of Recruitment Research	Timeline & Evaluation
	<p>5. Continue to promote concurrent or dual enrollment courses to obtain college credit in high school through A-State.</p> <p>6. Set up event for HS students to visit the A-State campus / residence halls starting in 9th grade--and each year host students to help them become acclimated to college with exposure to different teaching majors.</p> <p>7. Target recruitment of students enrolled in AP / Honor Classes / Student Government / honor societies at high schools honor societies at high schools</p> <p>8. Host open house / virtual open houses</p> <p>9. Create A-State school spirit early promoting growth through high school years.</p> <p>10. Strengthen recruitment efforts with improved marketing and communications through outreach and advertisements.</p>	<p>g. Create events for student leaders, honors students and student officers to meet on campus with university student leaders. Honors Program & CoEBS Advisors</p> <p>h. Host virtual Open Houses focusing on a different area within the EPP – Music, Visual Arts, Performing Arts, Health Performance, Exercise Science; SPED, etc. CoEBS advisors</p> <p>i. Host outreach events corresponding to university athletics events. Associate Dean, CoEBS Advisors & University Recruitment Office.</p> <p>j. Create and identify within the CoEBS, a digital outreach individual to communicate via texts, and other relevant and current forms of social media with high school students – grades 9/10 – 12. Dean, Associate Dean and COEBS Advisor</p>	<p>Year 3: 2024-2025</p> <ul style="list-style-type: none"> a. Increase enrollment by 1-2% b. Increase participation in the CTA Program by 2-3%. c. Increase student Applications of PBS by 1-2%. <p>Year 4: 2025-2026</p> <ul style="list-style-type: none"> a. Increase enrollment by 1-2% b. Increase participation in the CTA Program by 2-3%. c. Increase student Applications of PBS by 2-3%. d. Increase interest of high achieving students by 1-2%. <p>Year 5: 2026-2027</p> <ul style="list-style-type: none"> a. Increase enrollment by 4-8% overall b. Increase participation in the CTA Program by 6-10% overall (life of the plan). c. Increase enrollment of PBS application by 2-3%. d. Increase interest of high achieving students by 2-3%. 	<p>2024-2025</p> <p>2025-2026</p> <p>2026-2027</p>

Strategy #2 Rationale Goal	Planned Strategies for Recruitment Research	Action Items for Recruitment Research	Baseline Points/Outcomes of Recruitment Research	Timeline & Evaluation
			In conjunction with Enrollment Management annually assess creation of new events, attendance, and comparison to enrollment changes in EPP with projected growth goals of 2 – 5%. From 2021 – 2026. (Anticipate initial lower numbers with growth patterns increasing annually in both outreach events and student enrollment.)	

Strategy #3 Rationale Goal	Planned Strategies for Recruitment Research	Action Items for Recruitment Research	Baseline Points/Outcomes of Recruitment Research	Timeline & Evaluation
<p>Diverse Populations</p> <p>Rationale: Candidates are not representative of the P-12 students currently served in Arkansas. To meet the needs of a diverse population, it is imperative to recruit high quality students from within this population.</p> <p>Goal: Improve focused recruitment of candidates from diverse backgrounds historically underrepresented in education including but not limited to the Delta region.</p>	<ol style="list-style-type: none"> 1. To Increase minority enrollment in teacher education programs. Create targeted programs to support students from diverse populations as they show interest in and/or enter EPP Teacher Education Programs. 2. Expand Efforts to retain students from rural and underrepresented populations in Education Preparation Provider Programs by providing Educators with workshops and assistance. 3. Utilize the newly created Educator Rising Chapter to promote bonding and retention. 4. Establish yearly assessments to gauge student experience in the programs, utilizing the data to improve and revise recruitment and retention efforts to meet the needs of diverse students. 5. Foster partnerships with area high schools to create outreach and support initiatives for minoritized student populations. 	<ol style="list-style-type: none"> a. In partnership with the Enrollment Management & Global Outreach Office, and the Student Diversity Recruitment Organization, implement recruitment strategies providing financial support through scholarships. Dean's Office. b. Create a shared library of diversity focused recruitment materials for educators and students (partner with EPP Diversity Committee). CAEP Coordinator & CAEP Diversity Committee. c. Using demographic data from the office of enrollment management select area schools where majority of diverse students matriculate from, for specific recruitment efforts. CoEBS Advisors, Dean's Office, EPP Diversity Committee. d. Focus recruitment in all areas of diversity including geographic diversity and rural areas. CoEBS Advisors and EPP Diversity Committee. e. Participate in Hispanic community programs to encourage consideration of education careers and disseminate enrollment trends to Hispanic Centers in service areas to promote recruitment. CoEBS Advisor& Dean's Office. 	<p>Year 1: 2022-2023</p> <ol style="list-style-type: none"> a. Develop open forum to discuss a diversity positive policy for recruitment. b. Review enrollment management report for diverse student enrollment data. c. Identify schools for partnerships and begin an outreach schedule to encourage student interest and streamline enrollment and develop targeted outreach plan. d. Develop ELL Plan to enhance communication with families and facilitate understanding. <p>Year 2: 2023-2024</p> <ol style="list-style-type: none"> a. Implement strategies to support diversity recruitment. Document practices that have positive impacts. b. Review assessment data from 2022 discuss any changes needed with the committee. Issue a report to Faculty and Staff of all EPP Programs. Reissue student Assessment for 2023. c. Evaluate enrollment results from 2022 freshman year from the schools involved in the program - determine efficiency - make any changes needed to the partnerships. d. Implement outreach plan e. Increase successful prog/policies 2% 	<p>2022-2023</p> <p>2023-2024</p>

Strategy #3 Rationale Goal	Planned Strategies for Recruitment Research	Action Items for Recruitment Research	Baseline Points/Outcomes of Recruitment Research	Timeline & Evaluation
	<p>6. Improve support for assisting candidates from diverse backgrounds in gaining admission teacher education programs stating early in the 4-year college experience.</p> <p>7. Using Arkansas Department of Education data, target high schools with high diverse populations such as Hispanic, minority and underserved students, students in the rural Delta region and beyond.</p>	<p>f. Utilize the digital outreach position created within the CoEBS and EPP to communicate via texts, and other relevant and current forms of social media with high school students – grades, emphasizing diversity. Dean’s Office</p> <p>g. Work with the Testing Center and other relevant personnel/offices to offer support, including improving test taking skills and providing academic counseling and tutoring to assist with passing admission exams for teacher education (final PRAXIS taken during senior year of college.) CAEP Coordinator & PEP Office.</p>	<p>f. Increase diverse student interest 1- 2% g. Increase diverse enrollment 1-2% Implement ELL plan Collect Baseline data on All.</p> <hr/> <p>Year 3: 2024-2025</p> <p>a. Re-evaluate policies to support diversity recruitment. Document practices that have positive impacts. b. Assess the usefulness of trained student leaders as recruitment partners (assessment to be authored based on program experiences). c. Review assessment data from 2023 discuss any changes needed with the committee. Issue a report to Faculty and Staff of all EPP Programs. Reissue the Assessment for 2024. d. Evaluate enrollment results from 2023 freshman year from the schools involved in the program - determine efficiency - make any changes needed to the partnerships. e. Increase outreach plan 2% f. Increase successful prog/policies 2% g. Increase diverse student interest. h. Increase diverse student enrollment. i. Increase ELL enrollment 2%</p>	<p></p> <hr/> <p>2024-2025</p>

Strategy #3 Rationale Goal	Planned Strategies for Recruitment Research	Action Items for Recruitment Research	Baseline Points/Outcomes of Recruitment Research	Timeline & Evaluation
			<p>Year 4: 2025-2026</p> <ul style="list-style-type: none"> a. Re-evaluate policies to support diversity recruitment. Document best practices that have positive impacts. b. Based on assessed usefulness of trained student leaders, scale to better support diversity recruitment programs based on growth. c. Review assessment data from 2024 discuss any changes needed with the committee. Issue a report to Faculty and Staff of all EPP Programs. Reissue student Assessment for 2025. d. Evaluate enrollment results from 2024 freshman year from the schools involved in the outreach and recruitment program - determine efficiency - make any changes needed to the partnerships. e. Years 4 and 5, 2024-2025 and 2025-2026 Compare data (hopefully growth does not decline) to baseline data and re-evaluate all 	2025-2026
			<p>Year 5: 2026-2027</p> <ul style="list-style-type: none"> a. Re-evaluate policies to support diversity recruitment. Document practices that have resulted in positive impacts. b. Review assessment data from 2025 discuss any changes needed with the committee. Issue a report to Faculty and Staff of all EPP Programs. 	2026-2027

Strategy #3 Rationale Goal	Planned Strategies for Recruitment Research	Action Items for Recruitment Research	Baseline Points/Outcomes of Recruitment Research	Timeline & Evaluation
			c. Evaluate enrollment results from 2025 freshman year from the schools involved in the program - determine efficiency - make any changes needed to the partnerships.	

Strategy #4 Rationale Goal	Planned Strategies for Recruitment Research	Action Items for Recruitment Research	Baseline Points/Outcomes of Recruitment Research	Timeline & Evaluation
<p>Targeted Recruitment in Areas of Critical Shortage</p> <p>Rational: School employment needs in critical shortage (e.g., math, science, special education, per-kinder garden, etc.) not met. These critical shortage areas must be specifically targeted to recruit more teachers.</p>	<p>1. Organize or support student groups that promote teaching, and provide information about critical shortage areas/fields</p> <p>2. Partner with Advisors and Career Counselors from local community colleges and 2-year institutions to recruit completers for shortage area teaching programs.</p> <p>3. Work with STEM Directors to recruit teachers in math and science</p> <p>4. Utilize the CoEBS Advisors to create targeted communications with undecided majors.</p> <p>5. Support AOS in their recruitment for the Special Education Program, as it becomes available.</p> <p>6. Implement new AOS and other need area degree programs.</p> <p>7. METP with concentration in ESL</p>	<p>a. Utilize the collegiate Education Rising program to encourage interest and awareness about shortage areas of teaching. EPP Chair and Associate Dean.</p> <p>b. Strengthen partnerships with 2-year institutions to encourage interest in completing degrees in the EPP Teacher Education at A-State to recruit in shortage areas. ERZ Director</p> <p>c. Utilize STEM Initiatives on campus to incentivize enrollment, such as the campus robotics program, the AI Campus Program Initiative, and other opportunities as they become available to recruit in this critical shortage area. STEM Directors</p> <p>d. Advisors will visit the First Year Experience Classes of Undecided Majors, attend the “Select a Major Fair”, and attend recruitment events for undecided incoming or current students providing information about teacher shortage areas. CoEBS Advisors.</p> <p>e. Utilize A-State Online Services (AOS) to market programs and recruit students. Department Chairs & AOS.</p> <p>f. Plan community events to specifically encourage interest in critical shortage areas. CoEBS Advisors.</p> <p>g. Present program information to undecided majors within first year experience (FYE) course. CoEBS Advisors.</p> <p>h. Implement the newly funded PK Teacher Academy for 100 teachers in the shortage area of EC PK providing initial licensure. Dept. of TE, EC faculty</p>	<p>Year 1: 2022-2023</p> <p>a. Create materials and trainings for student groups to better prepare them for educating and supporting students.</p> <p>b. Have at least one connection, and one campus visit with 2-year schools annually.</p> <p>c. Create promotional materials and media for STEM initiatives that focus on Teacher Education Recruitment.</p> <p>d. Measure baseline data for student interest and enrollment in the TE program from undecided majors.</p> <p>e. Work with AOS to create materials and media for the Online SPED Program.</p>	<p>2022-2023</p>
			<p>Year 2: 2023-2024</p> <p>a. Update materials and trainings for student groups, begin utilizing membership as a recruitment initiative. Increase student involvement in groups by 1-2%.</p> <p>b. Increase enrollment from 2-year institutions by 1-2%, increase recruitment initiatives and faculty/staff connections with partnering institutions.</p> <p>c. Update materials with new initiatives, utilize faculty/students from within the initiatives to promote STEM opportunities at A-State.</p> <p>d. Increase student interest and enrollment in the TE program from undecided majors by 1-2%</p>	<p>2023-2024</p>

Strategy #4 Rationale Goal	Planned Strategies for Recruitment Research	Action Items for Recruitment Research	Baseline Points/Outcomes of Recruitment Research	Timeline & Evaluation
<p>Goal: Develop means to diversify existing candidate pools through targeted recruitment efforts aimed for specific fields, such as mathematics, science, special education, and world languages</p>	<p>8. Implement new degree program Educational Theory & Practice (METP). 9. Participate in Educator Rising Conference in Conway, Spring Semesters. 10. Host minority-focused events. 11. Communicate with HS counselors with updated employment and salary data. 12. Relationship building with schools and departments such as Science, Music, Art, PE.</p>	<p>i. Continuing to plan, design, and establish, college fair, preview days, sponsor high school senior events, pack pride preview days, private visits with parents and university administrators at luncheons and dinners, providing for one-on-one dialogues with students. University Recruitment Office and Dean’s Office, College Advisors.</p>	<p>e. Online SPED Program, update recruitment materials. f. Offer new AOS degree programs in METP and EC-SPEC collecting initial enrollment numbers. g. Identify community events as potential recruitment venues. h. Identify or develop materials for recruitment efforts with high school community college students. i. Reevaluate plan for outreach recruitment and develop plan with STEM Directors</p>	
			<p>Year 3: 2024-2025 a. Update materials and trainings for student groups. Source funding for student groups to attend recruitment events, and leadership experience. Increase student involvement in groups by 1-2%. b. Increase enrollment from 2-year institutions by 1-2%, maintain recruitment initiatives and faculty/staff connections with partnering institutions. c. Update materials with new initiatives, attend local High School STEM events with faculty and student partners for recruitment. d. Increase student interest and enrollment in the TE program from undecided majors by 1-2%</p>	<p>2024-2025</p>

Strategy #4 Rationale Goal	Planned Strategies for Recruitment Research	Action Items for Recruitment Research	Baseline Points/Outcomes of Recruitment Research	Timeline & Evaluation
			<ul style="list-style-type: none"> e. Stay informed and up to date on the Online SPED Program, update materials as needed. f. Increase enrollment in new degree programs by 5%. g. Increase participation in community events recruitment 1-2%. h. Create and Disseminate new program information i. Implement plan for outreach with STEM Directors 	
			<p>Year 4: 2025-2026</p> <ul style="list-style-type: none"> a. Update materials and trainings for student groups, maintain support for student groups based on previously created structure. Increase student involvement in groups by 1-2%. b. Increase enrollment from 2-year institutions by 1-2%, maintain recruitment initiatives and faculty/staff connections with partnering institutions. c. Update materials with new initiatives, create new STEM events with the help of faculty/student partners to inspire students to consider a career in Teaching STEM. d. Increase student interest and enrollment in the TE program from undecided majors by 2% e. Increase enrollment in new degree programs by 5%. 	2025-2026

Strategy #4 Rationale Goal	Planned Strategies for Recruitment Research	Action Items for Recruitment Research	Baseline Points/Outcomes of Recruitment Research	Timeline & Evaluation
			<p>f. Increase participation in STEM and other need areas by 5%</p> <p>g. Increase enrollment by 5% in math</p> <hr/> <p>Year 5: 2026-2027</p> <p>a. Update materials and trainings for student groups, maintain support for student groups based on previously created structure. Increase student involvement in groups by 1-2%.</p> <p>b. Increase enrollment from 2-year institutions by 5% overall from plan onset and maintain recruitment initiatives and faculty/staff connections with partnering institutions.</p> <p>c. Update materials with new initiatives, create new STEM events with the help of faculty/student partners to inspire students to consider a career in Teaching STEM.</p> <p>d. Increase student interest and enrollment in the TE program from undecided majors by 2%</p> <p>e. Increase enrollment in new degree programs by 5%.</p> <p>f. Increase participation in STEM and other need areas by 5%</p> <p>g. Increase enrollment by 5% in math</p>	<p>2026-2027</p>

Strategy #5 Rationale Goal	Planned Strategies for Recruitment Research	Action Items for Recruitment Research	Baseline Points/Outcomes of Recruitment Research	Timeline & Evaluation
<p>Targeted Undergraduates & Graduates Interested in Teaching and Relevant Degree Programs.</p> <p>Rationale: To ensure a supply of highly qualified teachers are ready to meet local, state, and national demands of school districts over the next 5 years, it is important to create opportunities to attract candidates into the teaching profession.</p> <p>Goal: Develop a special recruitment effort giving visibility to teacher education programs and other CoEBS and EPP Programs, Undergraduate and Graduate.</p>	<ol style="list-style-type: none"> 1. Encourage faculty to utilize pack support for flagging and tracking at risk students, so that advisors can reach out to offer support. 2. Implement a retention program focused on improving advisement, with improved trainings and a advising strategic plan. 3. Improve advisement, with improved trainings and a advising strategic plan. 4. Create a mentorship program where upperclassmen can offer guidance and support to students as they enter the program 5. Implement new degree programs within EPP as determined to be needed. Educational Theory & Practice (METP) with concentration in English as a Second Language (Fall 2022) 6. Implement new degree program Educational Theory & Practice (METP) with concentration in Instructional Technology (Fall 2022) 	<ol style="list-style-type: none"> a. Create a rapid response protocol for at risk students CoEBS Advisors and CAEP Coordinator. b. Partner with CoEBS Advisors to improve advisement trainings and establish an advisement strategic plan. Dean’s Office & CAEP Coordinator. c. Collaborate with other colleges outside CoEBS and targeting EPP, to establish additional points that lead to licensure in teaching. CAEP Coordinator and PEP. 	<p>Year 1: 2022-2023</p> <ol style="list-style-type: none"> a. Create protocol for advisement with Pack Support, Associate Dean and CoEBS Advisors. b. Create Mentorship Program and establish guidelines. c. Promote new AOS degree programs and licensure endorsements. 	<p>2022-2023</p>
			<p>Year 2: 2023-2024</p> <ol style="list-style-type: none"> a. Update protocol based on for advisement campus support programs student need. b. Complete Strategic plan, update trainings. c. Assign and choose new mentors. d. Offer new degree programs in METP and other need areas. e. Continue discussions with other colleges (beginning with critical shortage areas in math, science, etc.) about establishing a path that leads to licensure f. Explore programs alternative licensure in need areas. 	<p>2023-2024</p>
			<p>Year 3: 2024-2025</p> <ol style="list-style-type: none"> a. Update advisement plan. b. Institute programs, re-evaluate. c. Following ADE and National Data d. Develop programs that lead to alternative license in critical shortage areas. Dean’s Office and Department Chairs. 	<p>2024-2025</p>

Strategy #5 Rationale Goal	Planned Strategies for Recruitment Research	Action Items for Recruitment Research	Baseline Points/Outcomes of Recruitment Research	Timeline & Evaluation
	<p>7. Implement new add-on endorsement program in EC-SPED Birth – 5 Integrated MSE.</p> <p>8. Implement new degree program MSE in Curriculum & Instruction with emphasis in Inclusion Specialist (Fall 2023)</p> <p>9. Implement new degree program MSE in Curriculum & Instruction with emphasis in Alternative Education (Fall 2023)</p> <p>10. Implement new degree program MSE in Curriculum & Instruction with emphasis in Teacher Leader (Fall 2023).</p> <p>11. Implement the newly funded PK Teacher Academy for 100 teachers in the shortage area of EC PK providing initial licensure in this shortage and high need area.</p> <p>12. Implement a systematic approach to attract and support high quality candidates from a broad range of educational backgrounds into EPP Degree Programs.</p>		<p>Year 4: 2025-2026</p> <p>a. Update programs based on data. Continue Implementation. Increase enrollment by 2% in need shortage areas.</p> <p>Year 5: 2026-2027</p> <p>a. Update programs based on data. Continue Implementation. Increase enrollment by 2% in need shortage areas.</p>	<p>2025-2026</p> <p>2026-2027</p>

Strategy #6 Rationale Goal	Planned Strategies for Recruitment Research	Action Items for Recruitment Research	Baseline Points/Outcomes of Recruitment Research	Timeline & Evaluation
<p>Campus Recruiting and Job Fairs</p> <p>Rationale: To ensure a supply of highly qualified teachers are ready to meet local, state and national demands of school districts over the next 5 years, it is important to create new venues and/or use opportunities to attract candidates into the teaching profession.</p> <p>Goal: Develop a special recruitment effort giving visibility to teacher education programs.</p>	<p>1. Assess the recently designed comprehensive recruitment effort with innovative recruitment initiatives and update relative to suggestions provided.</p> <p>2. Reassess the existing retention program focused on improving advisement, mentoring, and recruitment opportunities.</p> <p>3. Reimagine a job fair to meet the needs of new graduates and employers working closely with ADE/DESE to fill areas of need.</p>	<p>a. Redesign college/program recruitment materials whether those be web-based or print, brochures, or websites with the intent of improving communications to attract candidates. Associate Dean, Department Chairs.</p> <p>b. Continue to utilize CoEBS Student Ambassadors to give tours, attend college nights, and assist with other recruitment and retention projects. Associate Dean & CoEBS Advisors.</p> <p>c. Develop a coordinated effort for recruiting future teachers utilizing current students during campus recruitment events. Associate Dean & CoEBS Advisors.</p> <p>d. Continue to use AOS and where appropriate Office and for recruitment for on-campus degrees. Dept Chairs, AOS & Recruitment Office, and Associate Dean.</p>	<p>Year 1: 2022-2023</p> <p>a. Review web or print materials.</p> <p>b. Update print and digital recruitment outreach efforts materials.</p>	<p>2022-2023</p>
			<p>Year 2 – 2023-2024</p> <p>Continue to use students majoring in a CoEBS/EPP major, when possible, for recruitment events and strategies.</p>	<p>2023-2024</p>
			<p>Year 3: 2024-2025</p> <p>Monitor, Reassess, Adjust</p>	<p>2024-2025</p>
			<p>Year 4: 2025-2026</p> <p>Monitor, Reassess, Adjust</p>	<p>2025-2026</p>
			<p>Year 5: 2026-2027</p> <p>Monitor, Reassess, Adjust</p>	<p>2026-2027</p>

Strategy #7 Rationale Goal	Planned Strategies for Recruitment Research	Action Items for Recruitment Research	Baseline Points/Outcomes of Recruitment Research	Timeline & Evaluation
<p>Online Recruiting</p> <p>Rationale: As noted in strategies 2 and 3, many potential candidates are young, either just out of high school, looking to earn a college degree, to train for a new career, or are relocating to a new area. Using recruitment announcements online through social media will be an effective and economical than using more traditional forms of advertising and will provide recruitment opportunities for a targeted group of candidates that other recruitment efforts do not.</p>	<p>1. Collaborate with A State (IT) Department to develop</p> <p>2. Online recruiting for college and/or EPP as a part of a complete online recruitment plan with timeline.</p> <p>3. Collaborate with Office of Recruitment to develop a social media presence for outreach to students in junior high, high schools and junior college</p> <p>4. Utilize the AOS online recruitment plan for both enrolled and potential AOS degree program students.</p> <p>5. Recruit committee members to update the recruitment document yearly</p> <p>6. Collaborate with specific committee members reviewing the document</p>	<p>a. Meet with A-State Instructional Technology Department to Develop Online Recruiting for EPP, including utilizing CoEBS webpage and social networking sites. Associate Dean and CAEP Coordinator</p> <p>b. Create an online recruitment plan for EPP and CoEBS. Associate Dean and CAEP Coordinator, CoEBS Advisors</p> <p>c. Utilize forms of digital media used by youth today – identify a position/person in the college and/or EPP for this purpose. CAEP Data Coordinator who also does the CoEBS Website, Associate Dean or Designee to provide the content and dissemination.</p> <p>d. Utilize the CAEP Data Coordinator who also does the CoEBS Website, Associate Dean or Designee to provide the content and dissemination</p> <p>e. Gather video vignettes of testimonials from current students discussing why they chose to be in the Teacher Education program and their experiences. CAEP Coordinator or Designee</p> <p>f. Delegate committee members for:</p> <ul style="list-style-type: none"> • Paper review • Digital review 	<p>Year 1: 2022-2023</p> <p>a. Obtain from A-State Marketing and Bill Smith, the A-State Guidelines, policies, and procedures for online and digital media. and create an EPP and/or college plan based on this.</p>	<p>2022-2023</p>
			<p>Year 2: 2023-2024</p> <p>a. Review and modify the plan used for online recruitment tools; implemented first for Academic Year 2022 -2023</p>	<p>2023-2024</p>
			<p>Year 3: 2024-2025</p> <p>a. Continue collaborative efforts between departments for online recruitment.</p> <p>b. Update to the most relevant online recruitment forums and platforms, targeting traditional high school students as well as non-traditional students.</p>	<p>2024-2025</p>
			<p>Year 4: 2025-2026</p> <p>a. Maintain</p> <p>b. Reassess</p> <p>c. Update for relevancy</p>	<p>2025-2026</p>

Strategy #7 Rationale Goal	Planned Strategies for Recruitment Research	Action Items for Recruitment Research	Baseline Points/Outcomes of Recruitment Research	Timeline & Evaluation
<p>Goal: Update recruitment strategies using digital media, social and informational platforms based on relevancy throughout the plan.</p> <p>Rational: Recruitment should match relevancy to student communication methods and preferences.</p>	<p>Continue to examine enrollment data reports with comparisons to previous years enrollment patterns and trends focusing on the use of social media as well as traditional forms of recruitment.</p>	<p>Create annual reports used for the purpose of comparing enrollment patterns and trends. College Advisor(s), CAEP Coordinator, Recruitment Committee Chair, Dean's Office.</p>	<p>Once per year for plan duration, typically 5 Years.</p>	<p>2022-2027</p>